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APPROACH FOR RESOURCE AND KNOWLEDGE DISCOVERY

MOHD SHAHID* AND DR. MOHD. HUSSAIN**

Declaration

The Declaration of the authors for publication of Research Paper in The Indian Journal of Research Anvikshiki ISSN 0973-9777 Bi-monthly International Journal of all Research: We, *Mohd Shahid and Mohd. Hussain* the authors of the research paper entitled APPROACH FOR RESOURCE AND KNOWLEDGE DISCOVERY declare that , We take the responsibility of the content and material of our paper as We ourself have written it and also have read the manuscript of our paper carefully. Also, We hereby give our consent to publish our paper in Anvikshiki journal , This research paper is our original work and no part of it or it's similar version is published or has been sent for publication anywhere else. We authorise the Editorial Board of the Journal to modify and edit the manuscript. We also give our consent to the Editor of Anvikshiki Journal to own the copyright of our research paper.

Abstract

Knowledge Management is a newly emerging, interdisciplinary business model that has knowledge within the framework of an organization as its focus. It is rooted in many disciplines, including business, economics, psychology and information management. From a business strategic perspective, knowledge management is about obsolescing what to know before others do, and profiting by creating the challenges and opportunities others haven't even thought about. In the bigger picture, the focus of knowledge management is on the ever-changing environment in which societies, organisations and individuals live, work, learn, adapt and survive. They are designed to enable users to exploit emerging knowledge structures shared among a group of people and engage in social interaction with concurrent users in the virtual world. The goal of this paper is to provide an overview of KM acquisition technology that can be applied to KM and to design a search engine that extracts the efficient knowledge to assess their potential contribution to the basic processes of knowledge creation and sharing within organizations. The designed search engine enables the users to exploit emerging knowledge structures to engage in social interaction with concurrent users in the virtual world.

Keywords: knowledge management, search engine, learning process, knowledge sharing, business, environment, services.

I. Introduction

Knowledge includes both experience and understanding of the people in the organization and the information artifacts such as documents and reports, available within the organization and in the outside world. KM within the organization can take to obtain the greatest value from the available knowledge.

Efficient KM requires an appropriate combination of organizational, social, managerial and other effective initiatives along with many cases. Creation of new knowledge takes place through the process

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of combination and internalization. Knowledge management programmes typically have one or more activities as follows:

- Appointment of a knowledge leader - to promote the agenda, develops a framework.
- Creation of knowledge teams - people from all disciplines to develop the methods and skills.
- Development of knowledge bases - best practices, expertise directories, market intelligence etc.
- Enterprise intranet portal - a 'one-stop-shop' that gives access to explicit knowledge as well as connections to experts.
- Knowledge centers - focal points for knowledge skills and facilitating knowledge flow.
- Knowledge sharing mechanisms - such as facilitated events that encourage greater sharing of knowledge than would normally take place.
- Intellectual asset management - methods to identify and account for intellectual capital.

For an efficient KM system has different phases as shown in fig. 1 and phases depicted start with the raw data and finish with the extracted knowledge.

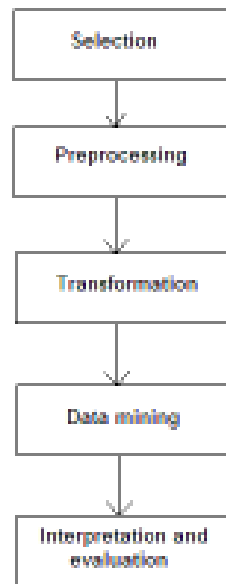


Fig. 1 Knowledge discovery phases

Selection : selecting or segmenting the data according to some basis, for example people who own a laptop, in this way subsets of the data can be obtained.

Preprocessing : data cleansing state where some information is removed that is unnecessary and that may slow down the queries for example unnecessary to note the eligibility for doing BE for a student transferred from one engineering college to another.

Transformation : data is not merely transferred across but transformed in that overlays may added such as the demographic overlays commonly used in market research.

Data mining : concerned with the extraction of patterns from the data. A pattern is a set of facts or data, a language and some measure of certainty.

Interpretation and evaluation : patterns identified by the system are interpreted into knowledge which can be used to support human decision making.

Knowledge is also internalized and adopted within the culture of the organization. All knowledge people are in an environment where they can freely exchange and produce knowledge assets by using various technologies. Knowledge organization derives knowledge from several sources like:

Customer knowledge : their needs who to contact, customer buying efficiency, etc.

Product knowledge : the products in the market place, who is buying them, what prices they are selling at, and how much money is spent on such products.

Financial knowledge : capital resources, where to acquire capital and at what cost, and the integrating in financial practices.

Personnel practice knowledge : the expertise, the quality service to provide, and how to go about finding experts, especially in customer service.

KM is the way of adding actionable value to information by converting the tacit knowledge to explicit knowledge by filtering, storing, retrieving and disseminating explicit knowledge. Tacit knowledge consists of subjective expertise, insights and intuitions that a person develops from having been immersed in an activity or profession for an extended period of time. Explicit knowledge can be expressed for a system of language, symbols, rules, objects or equations and consists of quantifiable data, written procedures, universal principles, mathematical models etc.

Figure 2 illustrates how new knowledge is created through the synergistic relationship and interplay between tacit and explicit knowledge through the four-step process of socialization, articulation, integration and internalization. Socialization is the process of sharing with others the experiences,

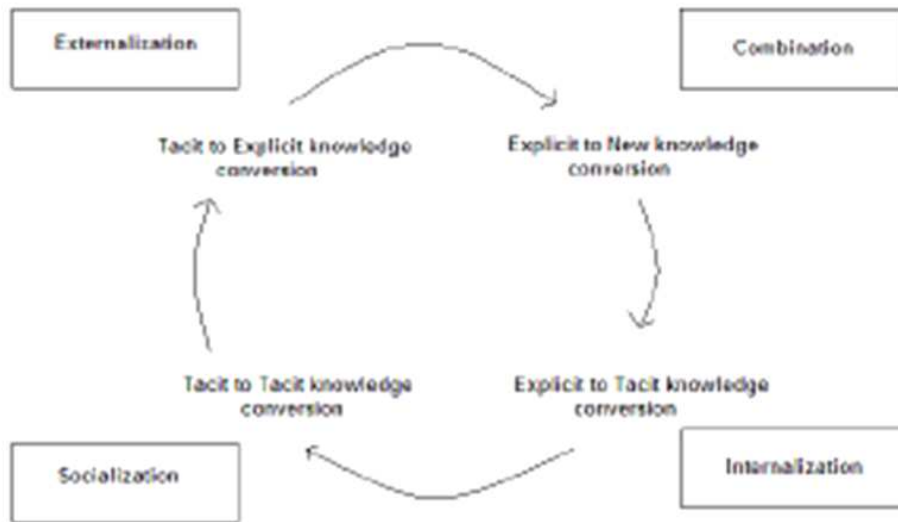


Fig. 2 Knowledge spiral

technical skills, mental models and other forms of tacit knowledge. For example, students learn a new subject through their masters i.e., observing, imitating and practicing under the masters tutelage. In the business world, job training provides sharing of tacit knowledge.

Articulation is the process of converting tacit knowledge to explicit knowledge. For example, in a decision making process, it may include: (a) specifying the purpose of

decision, (b) articulating parameters objective functions, relationship etc., (c) ‘what if’ model case that reflect existing and potential decision making situations and (d) evaluating the decision alternatives given to the uncertainty in the decision making environment. Articulation may also include knowledge extraction in expert systems, determination of causal maps, brainstorming etc.

Integration is the process of combining several types of explicit knowledge into new patterns and new relations.

One potentially productive integration of explicit knowledge is the analysis of multiple, related ‘what-if’ cases of a mathematical model to find new relationships, or meta-models, that determine the key factors of the model and show how these key factors interact to influence the decision.

Internalization is the process of testing and validating the new relationships in the proper context and there by converting them into new tacit knowledge. It involves the knowledge of three things: the purpose of the analysis, a set of relations or models of the process/system to be understood and arguments about why the relations/models serve the purpose.

It uses new patterns and relations, together with the arguments of why they fit the purpose, to update so that to create a spiral knowledge and learning that begins and ends with the individual. Educational institutions have to overcome many challenges to reap the benefits of knowledge management.

II. Features Of KM Technology

Functions are defined as the operations that a particular solution will accomplish and features are notable properties or behaviors of a system and are associated with functions. KM system functions differ from other solutions in that they are less focused on data and managing transactions and more focused on information and information sharing. KM technology can be perceived in regards to four major dimensions as illustrated in fig 3.

Intermediation functions: To intermediate means to serve as a go between or middle place or stage. An intermediary KM technology helps to bring effect or communicate with someone or something else. On the other end, intermediation also brokers or teams up the knowledge seeker with the knowledge provider. KM technologies which facilitate intermediation are especially valuable for organizations that are highly distributed geographically and therefore less likely to encounter face-to-face or synchronous communication in normal course of interaction among knowledge workers. Three specific KM technologies help to accomplish intermediation functions namely: Collaboration, Portals and Profiling.

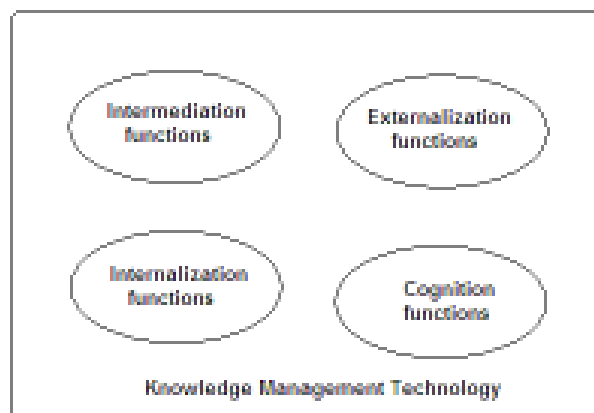


Fig. 3 Knowledge Management Technology

Collaboration features: Collaboration means to work virtually with others in some intellectual endeavor. The goal is to use the technology to identify others with similar interests or expertise and collaborate in a secure accessible environment. They task is to identify and access information particular to their needs and to create a dedicated workspace to manage, control and share content. Finally, collaborators communicate synchronously and asynchronously.

Portal features: Portals serves as a go between or middle page. The goal of a portal is to deliver an encompassing web page which provides single-point access to vital work applications and voluminous amounts of dynamic information.

Profiling features: Profile means to concisely represent biographic information about organizational stakeholders. This system can create online dossiers of individuals and track that they are, what projects they have worked on, search habits, and what documents they have authored, edited and read.

Externalization functions: To externalize means to make capable of being outwardly perceived or conceived. KM technology enhances externalization helps to make some idea or action more apparent. This provides a means to capture and organize for review explicit or implicit knowledge. Two specific KM technologies help to accomplish externalization functions namely: Categorize and Information management

Categorizing features: Categorize means to arrange target information or collections of information into classes. The classes are groups which share common attributes. To search and navigate taxonomies have proved to be a popular way in which to build a domain model to help users.

Information management features: To manage information or content means to successfully handle communications about know-how, descriptions and signals. An information repository may also be known as a document database, electronic document management system, corporate memory or organizational memory.

Internalization functions : To internalize means to give a subjective character to a value or an idea. KM technology for internalization helps someone incorporate ideas and actions through learning or socializing. KM technologies help to accomplish internalization functions namely: Searching and Retrieving.

Searching and retrieving features: To search and retrieve means to expend resources or effort to find or discover and then call to mind the results of finding or discovering. The found information is recovered from some source of storage. Search technology access information that has been indexed, tagged and categorized from inputs such as web pages, file servers, intranet sites, and email messages.

Cognition functions: Cognition is the act of knowing which includes awareness and judgment. Technology that aids cognition helps its users to gain understanding or get familiar with ideas and actions. Cognition features can also lead to automated decision-making.

Decision-support features: Decisions means to determine a solution or choice that serves to end uncertainty. Decision-support technology has a strong emphasis on communications. This will help the user to find a decision on the activity that has to be implemented.

Learning features: Learn, through the means to gain know-how or understanding of by self-study, guidance or experience. A substantial market for e-learning has arisen in response to the need to improve the effectiveness and efficiency of employee education. With learning technology, users have the ability to receive instruction and other learning-oriented content virtually, through the use of web-based audio, video and print content.

III. KM Search Engine

The mission of any educational institution is to provide all types of learners an efficient, effective and economic way to understand and make practical use of what they have learnt. The concept of using such a search engine based on KM is to serve students, teachers and other users for effective and efficient teaching and learning. This method will improve the functionality in the educational institution by shortening the knowledge acquisition time, provide better service to students/teachers and reduce communication cycle times.

Also it will empower long distance learning, innovate and deliver learners self-learning motivation, enhance flexibility and adaption, capture information, create knowledge, share and learn. The search engine has the power to transfer or deliver information/knowledge. They can support each other from certain aspects, thus combining them as a whole will be a nice ump from the traditional KM system.

While KM is not new to tertiary educational institutes, but it lacks one of the important functionality of providing access to right knowledge at the right time. Statistics show that search engines are the

most popular method used by web surfers to find websites. 46% of the people discover new websites via search engine.

Google has a well-deserved reputation as the top choice for those searching the web. But while searching the web surfer need have patient enough to go through several links to pick the best knowledge.

To fulfill the purpose of efficient, effective and economic learning the information has to organize in a processed and manageable manner to get more concrete knowledge and solve the problems in a better way. Figure 4 gives the descriptive view for a web search that combines the quality of a search results with some processed knowledge from the local database.

The search engine will take KM practice by searching the data from the local processed database and the information links from web sites. So while searching both explicit knowledge and tacit knowledge will be obtained. This way provides the surf smarter and faster, obtaining more accurate knowledge which saves the time.



Fig. 4 Integrated search engine

Figure 5 shows the architecture of KM search engine in which the result sets retrieved from local database are the knowledge which has been already processed or edited by form practitioner. Here knowledge is divided into two categories, one is explicit knowledge such as definition, key words and the other one is tacit knowledge such as common mistakes, solutions etc. all the above mentioned knowledge work together to support learners to retrieve the knowledge in an efficient manner.

IV. KM Acquisition Techniques

Knowledge engineering is concerned as a way to extract knowledge effectively from the text. Knowledge Acquisition Techniques (KAT) give constrains to study and application of knowledge system, therefore, effective extraction of domain knowledge from text becomes the major approach to knowledge acquisition. Figure 6 depicts the KAT showing the types of knowledge they mainly are aimed at eliciting. The vertical axis represents the dimension from object knowledge to process knowledge, and the horizontal axis represents the dimension from explicit knowledge to the tacit knowledge.

To use the KAT how and when in a knowledge acquisition project is so important and is illustrated in fig. 6. This method starts with the use of natural techniques and then moves to using more contrived techniques. Initially conducting an interview with the expert in order to (a) scope what knowledge is to be acquired, (b) determine what purpose the knowledge is to be put, (c) gain some understanding of key terminology, and (d) build a rapport with the expert.

The interview may be recorded on either audiotape or videotape. Transcribing the initial interview and then analyse the resulting protocol. Create a concept ladder of the resulting knowledge to provide

a broad representation of the knowledge in the domain. Use the ladder to produce a set of questions which cover the essential issues across the domain and which serve the goals of the knowledge acquisition project. Then conduct a semi-structured interview with the expert using the pre-prepared questions to provide structure and focus. Transcribe the semi-structured interview and analyse the resulting protocol for the knowledge types present. Normally these would be concepts, attributes, values, relationships, tasks and rules. Represent these knowledge elements using the most appropriate knowledge models like ladders, grids, network diagrams or hypertext. Additionally, document anecdotes, illustrations and explanations in a structured manner using hypertext and template headings are provided.

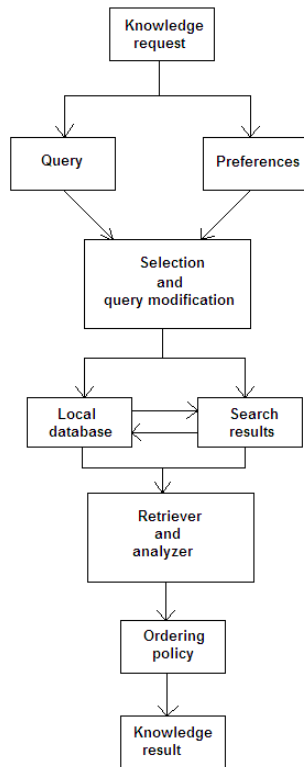


Fig.5 KM search engine architecture

developed to assist this, such as the use of ontologies and problem-solving models. These provide generic knowledge to suggest ideas to the expert such as general classes of objects in the domain and general ways in which tasks are performed. This reuse of knowledge is the essence of making the knowledge acquisition process as efficient and effective as possible.

Use the resulting knowledge models and structured text with contrived techniques such as laddering, think aloud problem-solving, twenty questions and repertory grid to allow the expert to modify and expand on the knowledge already captured. Repeat the analysis, model building and acquisition sessions until the expert and knowledge engineer are happy that the goals of the project have been realised. Validate the knowledge acquired with other experts, and make modifications where necessary. This does not assume any previous knowledge that has been gathered, nor that any generic knowledge can be applied. But, the aim would be to reuse as much previously acquired knowledge as possible. Techniques have been

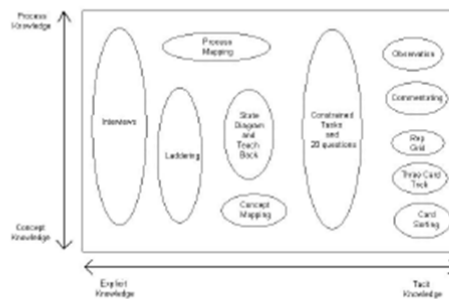


Fig. 6 Knowledge acquisition techniques

V. Conclusion

The majority of the educational organization will need to begin taking their knowledge asset seriously in the future. The system can further be enhanced by encapsulating knowledge mapping to cater for the differing needs of the students. To ensure adoption within the organization the implemented KM application was used as part of the business to highlight its usefulness in real life situations.

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